

Placer County CNAP

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Objectives

1. Provide an overview of the development of Placer County's CNAP and SNAP-Ed Coordinating Council
2. Share details about current evaluation efforts in Placer County
3. Describe some additional opportunities

CNAP in Placer County: Past and Present



The Beginning of CNAP

- Isolated efforts
- Limited partners
- Created plan for some activities that had no resources



The Beginning of CNAP

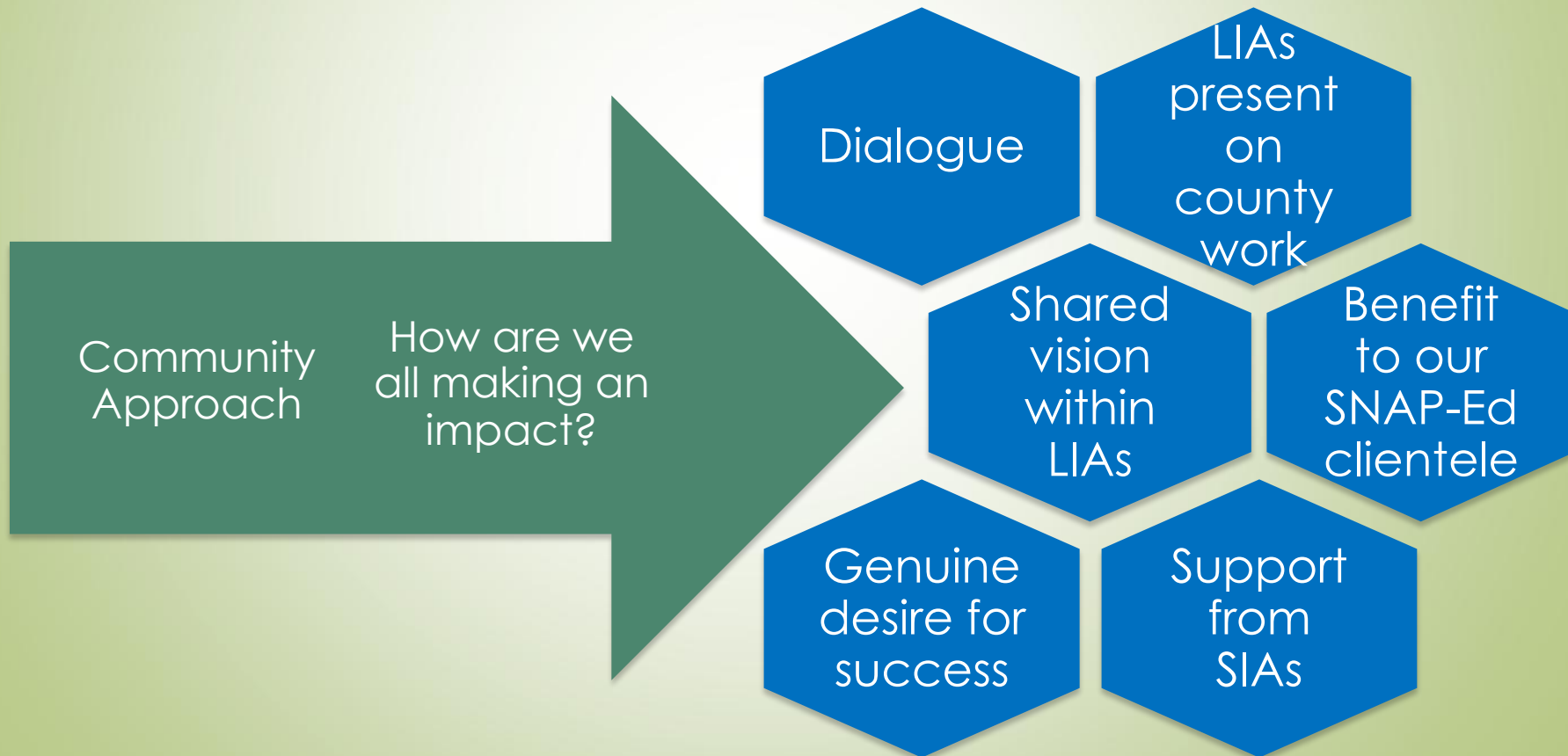
- Reach out to more partners at various levels within the community
- Added two new LIAs in 2016
- Placer Snap-Ed Coordinating Council



Drivers and Catalysts for CNAP and PSSC

Drivers

Catalysts



Placer SNAP-Ed Coordinating Council Logic Model

Developed by Placer County Local Implementing Agencies: Health Education Council (NEOP), UC Cooperative Extension, Public Health Institute, and Area 4 Agency on Aging. Evaluation and Planning Facilitation by Ellis Planning Associates and based on a logic model designed by Matson Research.

Goal & Context

Strategies

Short-Term Outcomes

Intermediate Outcomes

Long-Term Outcomes*

GOAL

Decrease chronic disease, specifically through reduction in obesity

"Make the healthy choice the easy choice"

Context

- Focus on low resource residents of all ages at or below 185% federal poverty level
- Neighborhoods defined by CEX³
- Mixed rural, suburban, and urban community
- Pockets of poverty within an overall affluent county

PSE

- Organizational Systems Change
- EBT at Farmers Markets
- School & Community Gardens

Nutrition Ed/PA Promotion

- Indirect (e.g. cooking demonstrations, healthy beverages promotion)
- Direct
- Events

Media/Social Media/PR

- Outreach
- Branding/PR

Training/Technical Assistance

- CNAP and other partners

Coordination & Collaboration

- CNAP
- LIAs

- Organizational partners (e.g. CalFRESH, sub-grantees, CBOs, child care sites, eligible school sites, etc.) implement internal systems changes
- Increased EBT usage at farmers markets
- Increase numbers of farmers markets accepting EBT
- Increase number of gardens established or supported

- # classes/workshops provided
- # individuals reached
- # educational materials disseminated

- # residents participating in events

- # outreach materials, social media hits, press releases, etc.
- # media impressions

- # partners trained to provide nutrition education and physical activity promotion

- # new and engaged partners
- # attendees at collaborative meetings (including Name of Coll. and CNAP)
- Established shared vision and goals

- Increased purchase of fruits and vegetables at farmers markets
- Increased healthy food access in target population
- Increased numbers of target population involved in school and community gardens
- Increased reach to eligible populations that have been historically underserved
- Increased enjoyment of healthy eating and physical activity
- Increased knowledge of healthy eating and physical activity
- Increased shared resources among Placer SNAP-Ed partners

Intermediate-Long-Term Outcomes

- Increased physical activity by target population
- Increased consumption of water by target population
- Reduced consumption of sugar-sweetened beverages by target populations
- Increased consumption of fruits and veggies by target population

- Increased community norms that support healthy eating and physical activity
- Increased numbers of target population in healthy weight range
- Community engagement in chronic disease prevention efforts as sustainable

**Aspirational - not measured*

Acronym/Key

CBOs: Community-based organizations
CNAP: County Nutrition Action Plan
EBT: Electronic Benefits Transfer
PA: Physical Activity
PR: Public Relations
PSE: Policy, Systems and Environmental Change

Present

- Quarterly CNAP Meetings
- More than 50 partners, about 25 actively involved
- Secured grant to support farmers' market EBT implementation, goal of CNAP





Moving Forward

- ➡ Engage more stakeholders not directly involved with nutrition and PA in the County
- ➡ Engage farmers, WIC staff, teachers, schools and principals



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